



WCPO

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## ORDER

Print Date 09/24/12

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Flight Dates 09/25/12-10/01/12

Contract / Revision 312184 /

Original Date / Revision  
09/24/12 09/24/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007

Product

Candidate. OFA Add to Sked 9.25-

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1844

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-8

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	34	\$13,782.75	\$16,215.00	0.00	08/27/12	09/30/12	34	\$13,782.75	\$16,215.00
October 2012	8	\$5,542.00	\$6,520.00	0.00	10/01/12	10/01/12	8	\$5,542.00	\$6,520.00
Totals	42	\$19,324.75	\$22,735.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WCPO	09/25/12	10/01/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	2	\$50.00	P-8	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					2	\$50.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 2	WCPO	09/25/12	10/01/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	2	\$170.00	P-8	0.00	NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					2	\$170.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			



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Contract / Revision 312184 Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Add to Skc Estimate # 1844

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WCPO	09/25/12	10/01/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	4	\$150.00	P-8	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF--					4	\$150.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$150.00		0.00			
N 4	WCPO	09/25/12	10/01/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$175.00	P-8	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$175.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 5	WCPO	09/25/12	10/01/12	SU 5-6am SU 5-6am	CM	5-6a	-----S	:30	1	\$50.00	P-8	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$50.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 6	WCPO	09/25/12	10/01/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$175.00	P-8	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$175.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 7	WCPO	09/25/12	10/01/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	3	\$150.00	P-8	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF--					3	\$150.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$150.00		0.00			
N 8	WCPO	09/25/12	10/01/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	2	\$165.00	P-8	0.00	NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF--					1	\$165.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$165.00		0.00			
N 9	WCPO	09/25/12	10/01/12	M-F 1-2p M-F 1-2p	CM	1258-2p	MTWTF--	:30	2	\$250.00	P-8	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF--					2	\$250.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 10	WCPO	09/25/12	10/01/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	1	\$600.00	P-8	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF--					1	\$600.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$600.00		0.00			
N 11	WCPO	09/25/12	10/01/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	2	\$280.00	P-8	0.00	NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF--					2	\$280.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$280.00		0.00			
N 12	WCPO	09/25/12	10/01/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	1	\$300.00	P-8	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF--					1	\$300.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 13	WCPO	09/25/12	10/01/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	1	\$350.00	P-8	0.00	NM	1	\$350.00



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 13	WCPO	09/25/12	10/01/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	1	\$350.00	P-8	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--					1	\$350.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 14	WCPO	09/25/12	10/01/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$200.00	P-8	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$200.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 15	WCPO	09/25/12	10/01/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	MTWTF--	:30	1	\$375.00	P-8	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--					1	\$375.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 16	WCPO	09/25/12	10/01/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	MTWTF--	:30	1	\$500.00	P-8	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--					1	\$500.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 17	WCPO	09/25/12	10/01/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF-S					2	\$900.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 18	WCPO	09/25/12	10/01/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	2	\$175.00	P-8	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--					1	\$175.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$175.00		0.00			
N 19	WCPO	09/25/12	10/01/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$2,000.00	P-8	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$2,000.00		0.00			
N 20	WCPO	09/25/12	10/01/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$3,000.00		0.00			
N 21	WCPO	09/25/12	10/01/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$1,800.00	P-8	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----					1	\$1,800.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 22	WCPO	09/25/12	10/01/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----					1	\$800.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 23	WCPO	09/25/12	10/01/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$600.00	P-8	0.00	NM	1	\$600.00



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<u>Advertiser</u>	<u>Product</u>	<u>Estimate #</u>
Obama / Democrat / Presid	Candidate. OFA Add to Ske	1844

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N23	WCPO	09/25/12	10/01/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$600.00	P-8	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	---T---		1				\$600.00		0.00		
		Week: 10/01/12	10/07/12	-----		0				\$0.00		0.00		
N24	WCPO	09/25/12	10/01/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$1,000.00	P-8	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	----F--		1				\$1,000.00		0.00		
		Week: 10/01/12	10/07/12	-----		0				\$0.00		0.00		
N25	WCPO	09/25/12	10/01/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	-----S		1				\$4,000.00		0.00		
		Week: 10/01/12	10/07/12	-----		0				\$0.00		0.00		
N26	WCPO	09/25/12	10/01/12	OSU Football OSU Football	CM	1158a-1130p	-----S-	:30	1	\$600.00	P-8	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	-----S-		1				\$600.00		0.00		
		Week: 10/01/12	10/07/12	-----		0				\$0.00		0.00		
Totals													42	\$22,735.00